LUMEN

EXHIBIT FOR I.D. MAGAZINE ANNUAL DESIGN REVIEW

Lighting Designers
"I.D. Magazine"

Architects
American Institute of Graphic Design, New York, NY

Focus Lighting
Rockwell Architecture Planning and Design, P.C.

Owner
Chee Pearlman

The design of the 1997 exhibition is meant to express the feeling of planets in orbit. Blue walls will surround the suspended products hung by aircraft cable varying in height from 2 1/2 to 7 1/2 feet. Spot lights will dramatically highlight the individual exhibits underscoring the theme of the planetary universe.

The space was transformed from a brightly lit space filled with daylight to the deep blue vacuum of space. This was accomplished by window masking, painting all surfaces various shades of dark blue hue. Using low voltage pin spots from above, it was possible to light just the objects with minimal spill light. In addition, the use of 20 metal halide programmable lighting heads with blue dichroic filters, each focused on a "planet" base and sequenced to shift bases simultaneously at preset intervals gave the space a feeling of being set to the celestial clock of a blue sun.

Over 2,000 products and projects in eight categories—Consumer Products, Furniture, Graphics, Equipment, Concepts, Environments, Packaging, and Student Work, represent the best designs produced in the past year. Each category was evaluated by a panel of practitioners recognized for professional excellence and expertise in their respective fields.